

**Influence ofStore Atmosphere and Hedonic Shopping Value on  
Consumer's Impulsive Buying Behaviour (A Study on the  
Consumers of UNIQLO Indonesia)**

**By :**

**ADHIANDRA ADHARISTYA SANGAJI**

**NIM. 165020207141005**

**MINOR THESIS**

Presented in Partial Fulfilment of the Requirements  
for the Degree of Bachelor of Economics



**MAJOR IN MARKETING  
INTERNATIONAL PROGRAM IN MANAGEMENT**

**FACULTY OF ECONOMICS AND BUSINESS  
UNIVERSITAS BRAWIJAYA**

**2020**

## TABLE OF CONTENTS

STATEMENT OF ORIGINALITY .....	Error! Bookmark not defined.
CURRICULUM VITAE .....	Error! Bookmark not defined.
ACKNOWLEDGMENT .....	Error! Bookmark not defined.
LIST OF TABLES .....	Error! Bookmark not defined.
LIST OF FIGURES .....	Error! Bookmark not defined.
 CHAPTER I INTRODUCTION .....	Error! Bookmark not defined.
1.1 Background of the Study .....	Error! Bookmark not defined.
1.2 Problems of the Study .....	Error! Bookmark not defined.
1.3 Objectives of the Study .....	Error! Bookmark not defined.
1.4 Significance of the Study .....	Error! Bookmark not defined.
 CHAPTER II THEORETICAL FRAMEWORK ...	Error! Bookmark not defined.
2.1 Review of Theory and Previous Research ...	Error! Bookmark not defined.
2.1.1 Previous Research .....	Error! Bookmark not defined.
2.1.2 Consumer Behavior .....	Error! Bookmark not defined.
2.1.3 Consumer's Shopping Activity .....	Error! Bookmark not defined.
2.1.4 Impulsive Shopping Activity and Impulse Buying Behavior .....	Error! Bookmark not defined.
2.1.5 Store Atmosphere or Atmospheric .....	Error! Bookmark not defined.
2.1.6 Hedonic Shopping Value / Hedonic Shopping Motivation .....	Error! Bookmark not defined.
2.1.7 Retail Store Formats .....	Error! Bookmark not defined.
2.2 Conceptual Framework .....	Error! Bookmark not defined.
2.3 Hypotheses .....	Error! Bookmark not defined.
2.3.1 Relationship Between Store Atmosphere and Impulsive Buying Behavior .....	Error! Bookmark not defined.
2.3.2 Relationship Between Store Atmosphere and Hedonic Shopping Value .....	Error! Bookmark not defined.
2.3.3 Relationship Between Hedonic Shopping Value and Impulsive Buying Behavior .....	Error! Bookmark not defined.
2.3.4 Relationship Between Store Atmosphere, Hedonic Shopping Value and Impulsive Buying Behavior .....	Error! Bookmark not defined.
 CHAPTER III RESEARCH METHOD .....	Error! Bookmark not defined.
3.1 Type of Research .....	Error! Bookmark not defined.
3.2 Population and Sampling .....	Error! Bookmark not defined.

3.2.1 Population.....	<b>Error! Bookmark not defined.</b>
3.2.2 Sample .....	<b>Error! Bookmark not defined.</b>
3.3 Type of Data and Data Collection Method ..	<b>Error! Bookmark not defined.</b>
3.4 Research Variables .....	<b>Error! Bookmark not defined.</b>
3.5 Operational Definition and Variable Measurement ...	<b>Error! Bookmark not defined.</b>
3.5.1 Store Atmosphere (X) .....	<b>Error! Bookmark not defined.</b>
3.5.2 Hedonic Shopping Value (Z) .....	<b>Error! Bookmark not defined.</b>
3.5.3 Impulsive Buying Behavior (Y) .....	<b>Error! Bookmark not defined.</b>
3.5.4 Measurement Scale .....	<b>Error! Bookmark not defined.</b>
3.6 Outer Model Analysis .....	<b>Error! Bookmark not defined.</b>
3.6.1 Convergent Validity .....	<b>Error! Bookmark not defined.</b>
3.6.2 Reliability Test .....	<b>Error! Bookmark not defined.</b>
3.7 Data Analysis Method .....	<b>Error! Bookmark not defined.</b>
3.7.1 Structural Equation Modelling (SEM) ..	<b>Error! Bookmark not defined.</b>
3.7.2 Coefficient of Determination ( $R^2$ ).....	<b>Error! Bookmark not defined.</b>
3.7.3 Predictive Relevance ( $Q^2$ ) .....	<b>Error! Bookmark not defined.</b>
3.7.3 Goodness of Fit (GoF).....	<b>Error! Bookmark not defined.</b>
3.7. Test of Hypotheses .....	<b>Error! Bookmark not defined.</b>
3.7.4 Sobel Test.....	<b>Error! Bookmark not defined.</b>
3.8 Pilot Study .....	<b>Error! Bookmark not defined.</b>

## **CHAPTER IV FINDINGS AND DISCUSSION ....Error! Bookmark not defined.**

4.1 Research Object Description .....	<b>Error! Bookmark not defined.</b>
4.1.1 UNIQLO History and Company Profile .....	<b>Error! Bookmark not defined.</b>
4.1.2 UNIQLO Business Strategy .....	<b>Error! Bookmark not defined.</b>
4.1.3 UNIQLO Store Atmosphere.....	<b>Error! Bookmark not defined.</b>
4.2 Respondent Characteristic .....	<b>Error! Bookmark not defined.</b>
4.2.1 The Age Range of the Respondents .....	<b>Error! Bookmark not defined.</b>
4.2.2 The Gender of the Respondents .....	<b>Error! Bookmark not defined.</b>
4.2.3 Respondent Characteristic Interpretation.....	<b>Error! Bookmark not defined.</b>
4.3 Descriptive Analysis .....	<b>Error! Bookmark not defined.</b>
4.3.1 Distribution Frequency of Store Atmosphere (X).....	<b>Error! Bookmark not defined.</b>
4.3.2 Distribution Frequency of Hedonic Shopping Value (Z).....	<b>Error! Bookmark not defined.</b>
4.3.3 Distribution Frequency of Impulsive Buying Behavior (Y) .....	<b>Error! Bookmark not defined.</b>
4.4 Data Analysis .....	<b>Error! Bookmark not defined.</b>
4.4.1 Outer Model Analysis .....	<b>Error! Bookmark not defined.</b>
4.4.2 Inner Model Analysis .....	<b>Error! Bookmark not defined.</b>

4.4.3 Hypotheses Testing .....	<b>Error! Bookmark not defined.</b>
4.5 Results and Discussion.....	<b>Error! Bookmark not defined.</b>
4.5.1 The Influence of Store Atmosphere (X) towards Impulsive Buying Behaviour (Y).....	Error! Bookmark not defined.
4.5.2 The Influence of Store Atmosphere (X) towards Hedonic Shopping Value (Z) .....	Error! Bookmark not defined.
4.5.3 The Influence of Hedonic Shopping Value (Z) towards Impulsive Buying Behaviour (Y) .....	Error! Bookmark not defined.
4.5.4 The Influence of Store Atmosphere (X) on Impulsive Buying Behaviour (Y) through by Hedonic Shopping Value (Z).	Error! Bookmark not defined.
4.6 Research Implications .....	<b>Error! Bookmark not defined.</b>
<b>CHAPTER V CONCLUSION AND RECOMMENDATION ..</b>	<b>Error! Bookmark not defined.</b>
5.1 Conclusion.....	<b>Error! Bookmark not defined.</b>
5.2 Recommendations .....	<b>Error! Bookmark not defined.</b>
<b>Bibliography .....</b>	<b>Error! Bookmark not defined.</b>
<b>APPENDICES .....</b>	<b>Error! Bookmark not defined.</b>